

Keeping house for the whole people is the idea expressed by Woodrow Wilson in his article "The New Meaning of Government." It is a brilliant discussion by the ablest authority in the United States. You will find it in the November Woman's Home Companion.

The motive of the editors of the Woman's Home Companion is also—"keeping house for the whole people." Each issue touches every side of the American home, meets every problem and helps every reader in a thousand different ways.

Here are a few other "keeping house" features in the November issue:



Christmas Ideas

THE November Woman's Home Companion will solve your Christmas gift problems. It contains fifteen pages of ideas for Christmas gifts; ideas for boys and girls, bachelors and maiden aunts and mothers and fathers. Every idea can be worked out by our readers.



Good Stories

AN exciting story of Washington life is "Old Lucy," by Isabel Gordon Curtis, author of "The Woman from Wolverton." Kathleen Norris, author of "Mother" and "The Rich Mrs. Burgoyne," contributes "Shandon Waters," a beautiful story of mother love.

"Through the Open Door" is a new novel by Justus Miles Forman, author of "Buchanan's Wife" and "The Stumbling Block." It is an absorbing love story.



A De Koven Waltz Song

THE November number of the Woman's Home Companion contains, as is customary, a piece of sheet music of exceptional character. The music in this issue is a beautiful waltz song: "Love's Messenger," written especially for the Companion by Reginald De Koven, composer of "Robin Hood."



The Story of a Nurse Girl

"I AM afraid I cannot write well enough," said Nellie Grant, nurse girl, when the Editor asked her to tell her experiences as a servant in American homes. Read her story in the November Woman's Home Companion; she tells exactly what she saw and experienced in many different homes in different cities, and her observations of the intimate details of family life are amazing.



1500 Helpful Home Ideas

THE best experts in America will help you to dress, cook, entertain and live well. The November number has all the regular departments that make the Woman's Home Companion indispensable in every home. Ideas about clothes, cookery, pleasure, children, housekeeping, help, entertainments, clubs, photography; ideas for boys and girls as well as mothers and fathers.



The Kewpie Kutouts

THE Kewpie Kutouts for November, printed in many colors, give Dotty Darling's mother and the Kewpie Cook; and there is also a page of verse and pictures by Rose O'Neill, portraying the newest adventures of Dotty Darling, Dotty's baby brother and their fairy play-fellows, the cute little Kewpies. The Kutouts, remember, have both fronts and backs, so that when cut out they make real dolls.



Woman's Home
Companion
381 4th Ave., New York

Here is 15 cents which I am sending you so you will send me—right off—the November Woman's Home Companion, containing the second of the Kewpie Kutouts

Klip off this
Kewpie
Kewpon

Get it at news-stands—15 cents, or send 15 cents to

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381 Fourth Avenue, New York

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